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NY

MRB

LORI O'CONNOR  
Regional Business Manager

May 30, 1995

400 Raritan Center Parkway  
Edison, NJ 08837  
908-225-4774  
Fax 908-417-9076

TO: G. N. Kuruc, Jr.  
J. T. Jones  
F. E. Cook  
F. L. Maney  
G. P. Mitchell  
A. P. Groll  
L. T. Wolfe

RE: Focus 2/Plan B

Gentlemen:

All evaluation forms with Direct Account signatures must be forwarded to this office prior to approving payment. Please ensure all evaluation forms are returned no later than June 13, 1995.

Also, please forward a copy of all Partners signed agreements.

Sincerely,

A handwritten signature of Lori O'Connor.

L. M. O'Connor

LMO/ams

Attachment(s)

S-3

51850 7517

"We work for smokers."

# Form #1

(Report in Cartons)

Updated Through  
Last Input :  
5/30/95

Ship-to  
Account  
Name RICHMOND WHOLESALE

Ship-to  
Acct # 5407100

Plan B Customer  
Program Payment Calculations

October 28th  
1994

April 28th  
1995

	Inventory FP-SV (RJR only)	November Purchases	December Purchases	January Purchases	February Purchases	March Purchases	April Purchases	Inventory FP-SV (RJR only)	Sales
FP	3,525 *	5,280 *	4,500 *	4,980 *	6,600 *	4,020 *	3,600	2,199	30,306
sv	1,301 *	660 *	480 *	660 *	1,800 *	720 *	720	740	5,601
Total RJR	4,826	5,940	4,980	5,640	8,400	4,740	4,320	2,939	35,907
PM	9,804	27,510	32,280	28,335	26,955	30,665	24,795	5,119	175,225
B&W	2,277	7,130	5,560	4,850	6,245	5,015	4,459	2,749	32,787
LOR	3,243	8,220	9,210	8,127	7,920	7,539	8,025	1,795	50,489
ATC	1,517								1,517
LIG	639	600	780	420	510	540	570	500	3,559
OTHER	113	80	70	50	95	10	90	124	384
Grand Total	22,419	49,480	52,880	47,422	50,125	48,509	42,259	13,226	299,868

\* Data may be obtained via S.I.S.

Total RJR Sales 35,907

Base  
SOM  
RJR 12.2%

Grand Total Sales 299,868

Ending  
SOM  
RJR 11.9%

RJR Ending SOM 11.9%

+ or -  
SOM -0.3%

RJR Representative \_\_\_\_\_

Date \_\_\_\_\_

Ship-to account  
Representative \_\_\_\_\_

51850 7518

Date \_\_\_\_\_

Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Ship-to Account Name: RICHMOND WHOLESALE

Updated Through  
Last Input :  
5/30/95

Ship-to Account Number: 5407100

**Plan Participation: (Check A or B)** **Plan A**  **Plan B**  X

### **Customer SOM Determination:**

RJR Beginning Period Base SOM: 12.2%

**RJR Ending Program Period SOM:** 11.9%

Result: (+/-) -0.3%

**RJR Sales Less Than 105% of Purchases**  **No**  **(Qualifying sales recalculated at 105% of purchases)**

RJR Cartons:	Qualified # Cartons Sold	Rate/Carton	Payment
Full Price	<u>30,429</u>		
Savings	<u>5,292</u>		
<b>Total Payment</b>			

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**Participant Signature** \_\_\_\_\_ **Title** \_\_\_\_\_ **Date** \_\_\_\_\_

R. J. Reynolds Tobacco Company Title Date

51850 7519

# Form #1

(Report in Cartons)

Updated Through

Last Input :

5/30/95

Ship-to

Account

Name

BORO PARK TOBACCO

Ship-to

Acct #

657600

## Plan B Customer Program Payment Calculations

October 28th

1994

	Inventory FP-SV (RJR only)	November Purchases	December Purchases	January Purchases	February Purchases	March Purchases	April Purchases	Inventory FP-SV (RJR only)	Sales
FP	8,544 *	12,240 *	7,680 *	9,420 *	11,940 *	7,980 *	7,080	4,384	60,500
SV	*	1,620 *	1,980 *	1,680 *	4,020 *	1,860 *	1,260	2,129	10,291
Total RJR	8,544	13,860	9,660	11,100	15,960	9,840	8,340	6,513	70,791
PM	14,652	35,910	45,570	32,625	32,424	45,840	29,550	11,160	225,411
B&W	9,339	10,120	11,110	7,510	6,150	10,990	8,370	5,504	58,085
LOR	9,895	12,680	14,070	12,180	13,854	15,390	11,910	4,360	85,599
ATC	3,316								3,316
LIG	1,058	2,100	1,950	1,380	1,770	2,130	1,590	1,550	10,428
OTHER	393	675	833	1,500	885	970	480		5,736
Grand Total	47,197	75,325	83,193	66,295	71,043	85,160	60,240	29,087	459,366

\* Data may be obtained via S.I.S.

Base

SOM

RJR

15.7%

Total RJR Sales 70,791

Ending

SOM

RJR

15.4%

Grand Total Sales 459,366

+ or -

SOM

-0.3%

RJR Ending SOM 15.4%

RJR Representative \_\_\_\_\_

Date \_\_\_\_\_

Ship-to account  
Representative \_\_\_\_\_

51850 7520

Date \_\_\_\_\_

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Ship-to Account Name: BORO PARK TOBACCO

Updated Through  
Last Input :  
5/30/95

Ship-to Account Number: 657600

Plan Participation: (Check A or B)

Plan A

Plan B  X

## Customer SOM Determination:

RJR Beginning Period Base SOM: 15.7%

RJR Ending Program Period SOM: 15.4%

Result: (+/-) -0.3%

RJR Sales Less Than 105% of Purchases Yes

RJR Cartons:	Qualified # Cartons Sold	Rate/Carton	Payment
Full Price	<u>60,500</u>	<u>                  </u>	<u>                  </u>
Savings	<u>10,291</u>	<u>                  </u>	<u>                  </u>
		Total Payment	<u>                  </u>

Participant Signature	Title	Date
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R. J. Reynolds Tobacco Company	Title	Date
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51850 7521

# Form # 1

(Report in Cartons)

Updated Through  
Last Input :  
5/30/95

Ship-to  
Account  
Name STAR TOBACCO

Ship-to  
Acct # 6136800

Plan B Customer  
Program Payment Calculations

October 28th  
1994

April 28th  
1995

	Inventory FP-SV (RJR only)	November Purchases	December Purchases	January Purchases	February Purchases	March Purchases	April Purchases	Inventory FP-SV (RJR only)	Sales
FP	5,621 *	6,360 *	9,720 *	5,160 *	6,960 *	6,780 *	6,600	3,518	43,683
sv	1,942 *	720 *	1,140 *	1,380 *	1,080 *	840 *	840	1,550	6,392
Total RJR	7,563	7,080	10,860	6,540	8,040	7,620	7,440	5,068	50,075
PM	11,182	28,110	33,420	11,400	18,690	26,805	20,490	7,967	142,130
B&W	4,252	8,475	11,080	7,660	6,975	9,345	7,320	5,337	49,770
LOR	7,497	23,910	18,735	17,880	15,600	21,705	17,880	4,351	118,856
ATC	3,609								3,609
LIG	652	570	540	420	270	540	60	599	2,453
OTHER				100		100	240		440
Grand Total	34,755	68,145	74,635	44,000	49,575	66,115	53,430	23,322	367,333

\* Data may be obtained via S.I.S.

Base  
SOM  
RJR 12.4% Total RJR Sales 50,075

Ending  
SOM  
RJR 13.6% Grand Total Sales 367,333

+ or -  
SOM +1.2% RJR Ending SOM 13.6%

RJR Representative \_\_\_\_\_ Date \_\_\_\_\_

Ship-to account  
Representative \_\_\_\_\_ Date \_\_\_\_\_

51850 7522

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Ship-to Account Name: STAR TOBACCO

Updated Through  
Last Input :  
5/30/95

Ship-to Account Number: 6136800

Plan Participation: (Check A or B) Plan A        Plan B   X  

## Customer SOM Determination:

RJR Beginning Period Base SOM: 12.4%

RJR Ending Program Period SOM: 13.6%

Result: (+/-) +1.2%

RJR Sales Less Than 105% of Purchases No (Qualifying sales recalculated at 105% of purchases)

RJR Cartons:	Qualified # Cartons Sold	Rate/Carton	Payment
Full Price	<u>43,659</u>	<u>0.10</u>	<u>\$4,365.90</u>
Savings	<u>6,300</u>	<u>0.06</u>	<u>\$378.00</u>
		Total Payment	<u><b>\$4,743.90</b></u>

Participant Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

R. J. Reynolds Tobacco Company \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

51850 7523

Ship-to  
Account  
Name FERNANDEZ  
Ship-to  
Acct # 1933500

# Form # 1

(Report in Cartons)

Plan B Customer  
Program Payment Calculations

Updated Through  
Last Input :  
5/30/95

October 28th  
1994

April 28th  
1995

	Inventory FP-SV (RJR only)	November Purchases	December Purchases	January Purchases	February Purchases	March Purchases	April Purchases	Inventory FP-SV (RJR only)	Sales
FP	2,388 *	5,460 *	4,860 *	4,620 *	5,580 *	5,940 *	4,860	4,930	26,778
SV	1,139 *	120 *	120 *	300 *	-120 *	300 *	300	147	2,012
Total RJR	3,527	5,580	4,980	4,920	5,460	6,240	5,160	5,077	30,790
PM	8,386	13,830	13,605	11,520	13,205	13,200	13,590	3,420	83,916
B&W	3,202	5,310	4,710	5,250	3,600	5,490	4,680	2,523	29,719
LOR	6,814	17,508	17,130	17,790	16,965	18,270	18,255	2,211	110,521
ATC	1,618								1,618
LIG	293	210	210	150		150	210	144	1,079
OTHER	20				40	60	320	1,000	-560
Grand Total	23,860	42,438	40,635	39,630	39,270	43,410	42,215	14,375	257,083

\* Data may be obtained via S.I.S.

Base  
SOM  
RJR 14.2% Total RJR Sales 30,790  
Ending  
SOM  
RJR 11.9% Grand Total Sales 257,083  
+ or -  
SOM -2.3% RJR Ending SOM 11.9%

RJR Representative \_\_\_\_\_

Date \_\_\_\_\_

Ship-to account  
Representative \_\_\_\_\_

Date \_\_\_\_\_

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Ship-to Account Name: FERNANDEZ

Updated Through  
Last Input :  
5/30/95

Ship-to Account Number: 1933500

Plan Participation: (Check A or B)

Plan A

Plan B

## Customer SOM Determination:

RJR Beginning Period Base SOM: 14.2%

RJR Ending Program Period SOM: 11.9%

Result: (+/-) -2.3%

RJR Sales Less Than 105% of Purchases Yes

RJR Cartons:	Qualified # Cartons Sold	Rate/Carton	Payment
Full Price	<u>28,778</u>		
Savings	<u>2,012</u>		
		Total Payment	<u>_____</u>

Participant Signature	Title	Date
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R. J. Reynolds Tobacco Company	Title	Date
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51850 7525

# Form #1

(Report in Cartons)

Updated Through

Last Input :

5/30/95

Ship-to  
Account  
Name TWIN COUNTY GROCERS

Ship-to  
Acct # 6541800

Plan B Customer  
Program Payment Calculations

October 28th

1994

April 28th

1995

	Inventory FP-SV (RJR only)	November Purchases	December Purchases	January Purchases	February Purchases	March Purchases	April Purchases	Inventory FP-SV (RJR only)	Sales
FP	5,415 *	19,920 *	25,500 *	17,760 *	18,900 *	20,460 *	26,220	14,714	119,461
sv	447 *	3,000 *	3,780 *	3,480 *	4,020 *	3,660 *	4,920	3,109	20,198
Total RJR	5,862	22,920	29,280	21,240	22,920	24,120	31,140	17,823	139,659
PM	7,334	50,970	74,820	54,000	56,919	42,360	76,050	17,351	345,102
B&W	4,397	14,210	19,560	13,950	19,110	15,000	25,140	11,465	99,902
LOR	2,300	14,640	20,910	13,020	17,274	12,660	23,640	10,559	93,885
ATC									
LIG	392	1,980	2,400	1,800	2,250	1,260	3,510	1,628	11,964
OTHER									
Grand Total	20,285	104,720	146,970	104,010	118,473	95,400	159,480	58,826	690,512

\* Data may be obtained via S.I.S.

Base  
SOM  
RJR 20.4%

Total RJR Sales 139,659

Ending  
SOM  
RJR 20.2%

Grand Total Sales 690,512

+ or -  
SOM -0.2%

RJR Ending SOM 20.2%

RJR Representative \_\_\_\_\_

Date \_\_\_\_\_

Ship-to account  
Representative \_\_\_\_\_

51850 7526

Date \_\_\_\_\_

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Ship-to Account Name: TWIN COUNTY GROCERS

Updated Through  
Last Input :  
5/30/95

Ship-to Account Number: 6541800

Plan Participation: (Check A or B) Plan A        Plan B   X  

## Customer SOM Determination:

RJR Beginning Period Base SOM: 20.4%

RJR Ending Program Period SOM: 20.2%

Result: (+/-) -0.2%

RJR Sales Less Than 105% of Purchases Yes

RJR Cartons:	Qualified # Cartons Sold	Rate/Carton	Payment
Full Price	<u>119,461</u>	<u>      </u>	<u>      </u>
Savings	<u>20,198</u>	<u>      </u>	<u>      </u>
		Total Payment	<u>      </u>

Participant Signature	Title	Date
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R. J. Reynolds Tobacco Company	Title	Date
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51850 7527

# Form #1

(Report in Cartons)

Updated Through

Last Input :

5/30/95

Ship-to  
Account  
Name GRAND UNION

Ship-to  
Acct # 9671960

Plan B Customer  
Program Payment Calculations

October 28th  
1994

April 28th  
1995

	Inventory FP-SV (RJR only)	November Purchases	December Purchases	January Purchases	February Purchases	March Purchases	April Purchases	Inventory FP-SV (RJR only)	Sales
FP	3,888 *	24,120 *	26,400 *	24,900 *	22,500 *	25,440 *	22,740	3,625	146,363
SV	534 *	2,160 *	2,220 *	1,380 *	600 *	900 *	900	227	8,467
Total RJR	4,422	26,280	28,620	26,280	23,100	26,340	23,640	3,852	154,830
PM	42,263	102,000	102,240	119,780	113,860	123,600	123,540	72,079	655,184
B&W	6,838	22,740	27,510	17,580	21,090	20,430	20,850	5,806	131,232
LOR	7,663	27,420	31,890	19,230	23,700	24,900	24,090	6,049	152,844
ATC									
LIG	630	2,100	3,330	1,050	4,140	1,590	2,500	91	15,249
OTHER									
Grand Total	65,816	180,540	193,590	183,900	185,890	196,860	194,620	87,877	1,113,339

\* Data may be obtained via S.I.S.

Base  
SOM  
RJR 15.5%

Total RJR Sales 154,830

Ending  
SOM  
RJR 13.9%

Grand Total Sales 1,113,339

+ or -  
SOM -1.6%

RJR Ending SOM 13.9%

RJR Representative \_\_\_\_\_

Date \_\_\_\_\_

Ship-to account  
Representative \_\_\_\_\_

51850 7528

Date \_\_\_\_\_

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Ship-to Account Name: GRAND UNION

Updated Through  
Last Input :  
5/30/95

Ship-to Account Number: 9671960

Plan Participation: (Check A or B) Plan A        Plan B   X  

## Customer SOM Determination:

RJR Beginning Period Base SOM: 15.5%

RJR Ending Program Period SOM: 13.9%

Result: (+/-) -1.6%

RJR Sales Less Than 105% of Purchases Yes

RJR Cartons:	Qualified # Cartons Sold	Rate/Carton	Payment
Full Price	<u>146,363</u>	<u>                  </u>	<u>                  </u>
Savings	<u>8,467</u>	<u>                  </u>	<u>                  </u>
		<b>Total Payment</b> <u>                  </u>	

Participant Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

R. J. Reynolds Tobacco Company \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

51850 7529

Ship-to  
Account  
Name THOMSON-OKUN  
Ship-to  
Acct # 6411800

# Form # 1

(Report in Cartons)

Updated Through  
Last Input :  
5/30/95

Plan B Customer  
Program Payment Calculations

October 28th  
1994

April 28th  
1995

	Inventory FP-SV (RJR only)	November Purchases	December Purchases	January Purchases	February Purchases	March Purchases	April Purchases	Inventory FP-SV (RJR only)	Sales
FP	2,086 *	5,580 *	6,720 *	3,480 *	5,760 *	3,900 *	5,100	2,130	30,496
SV	*	900 *	420 *	780 *	1,020 *	360 *	600	1,117	2,963
Total RJR	2,086	6,480	7,140	4,260	6,780	4,260	5,700	3,247	33,459
PM	5,863	21,150	20,220	15,450	16,035	16,140	16,605	4,911	106,552
B&W	2,298	5,605	8,670	3,570	6,150	4,380	5,490	3,813	32,350
LOR	3,167	9,750	11,985	5,780	8,250	9,270	8,625	2,654	54,153
ATC	1,998								1,998
LIG	500	120	450	180	150	300	270	349	1,621
OTHER		35	50		60		50		195
Grand Total	15,912	43,140	48,515	29,220	37,425	34,350	36,740	14,974	230,328

\* Data may be obtained via S.I.S.

Total RJR Sales 33,459

Base  
SOM  
RJR 15.3%

Ending  
SOM  
RJR 14.5%

+ or -  
SOM -0.8%

Grand Total Sales 230,328

RJR Ending SOM 14.5%

RJR Representative \_\_\_\_\_

Date \_\_\_\_\_

Ship-to account  
Representative \_\_\_\_\_

Date \_\_\_\_\_

**Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995**

Ship-to Account Name: THOMSON-OKUN

Updated Through  
Last Input :  
5/30/95

**Ship-to Account Number:** 6411800

**Plan Participation: (Check A or B)** **Plan A**  **Plan B**

### **Customer SOM Determination:**

**RJR Beginning Period Base SOM: 15.3%**

RJR Ending Program Period SOM: 14.5%

Result: (+/-) -0.8%

**RJR Sales Less Than 105% of Purchases**  Yes

51850 7531

# Form #1

(Report in Cartons)

Updated Through

Last Input :

5/30/95

Ship-to

Account  
Name

MORRIS COUNTY CANDY & TOBACCO

Ship-to

Acct #

7920740

Plan B Customer  
Program Payment Calculations

October 28th

1994

	Inventory FP-SV (RJR only)	November Purchases	December Purchases	January Purchases	February Purchases	March Purchases	April Purchases	Inventory FP-SV (RJR only)	Sales
FP	1,609 *	4,020 *	3,600 *	4,140 *	4,440 *	2,820 *	2,820	2,344	21,105
SV	1,334 *	1,260 *	540 *	720 *	1,380 *	540 *	1,560	1,160	6,174
Total RJR	2,943	5,280	4,140	4,860	5,820	3,360	4,380	3,504	27,279
PM	3,080	20,760	19,740	17,570	14,370	17,940	17,040	3,398	107,102
B&W	1,926	2,818	2,623	2,900	2,160	2,645	2,430	2,216	15,286
LOR	844	4,575	4,320	3,575	3,000	3,990	3,870	1,129	23,045
ATC	855								855
LIG	758	90	240	30	120	60	60	302	1,056
OTHER									
Grand Total	10,406	33,523	31,063	28,935	25,470	27,995	27,780	10,549	174,623

\* Data may be obtained via S.I.S.

Total RJR Sales 27,279

Base  
SOM  
RJR 18.0%

Ending  
SOM  
RJR 15.6%

+ or -  
SOM -2.4%

Grand Total Sales 174,623

RJR Ending SOM 15.6%

RJR Representative \_\_\_\_\_

Date \_\_\_\_\_

Ship-to account  
Representative \_\_\_\_\_

51850 7532

Date \_\_\_\_\_

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Ship-to Account Name: MORRIS COUNTY CANDY & TOBACCO

Updated Through  
Last Input :  
5/30/95

Ship-to Account Number: 7920740

Plan Participation: (Check A or B) Plan A        Plan B X

## Customer SOM Determination:

RJR Beginning Period Base SOM: 18.0%

RJR Ending Program Period SOM: 15.6%

Result: (+/-) -2.4%

RJR Sales Less Than 105% of Purchases Yes

RJR Cartons:	Qualified # Cartons Sold	Rate/Carton	Payment
Full Price	<u>21,105</u>	<u>                  </u>	<u>                  </u>
Savings	<u>6,174</u>	<u>                  </u>	<u>                  </u>
		Total Payment	<u>                  </u>

Participant Signature	Title	Date
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R. J. Reynolds Tobacco Company	Title	Date
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51850 7533

# Form #1

(Report in Cartons)

Ship-to

Account

Name

**MANDEL TOBACCO**

Ship-to

Acct #

**3968400**

Updated Through

Last Input :

**5/30/95**

Plan B Customer  
Program Payment Calculations

October 28th

1994

	Inventory	November	December	January	February	March	April	Inventory	Sales
FP	2,099 *	10,800 *	10,200 *	14,400 *	13,980 *	16,500 *	8,880	1,040	75,819
SV	1,191 *	7,320 *	420 *	1,260 *	5,520 *	1,140 *	1,200	198	17,853
Total									
RJR	3,290	18,120	10,620	15,860	19,500	17,640	10,080	1,238	93,672
PM	4,125	21,720	24,900	17,020	19,110	23,940	18,300	2,380	126,735
B&W	2,071	20,820	15,720	9,120	7,590	12,300	9,280	1,893	75,008
LOR	1,668	11,280	7,740	8,640	11,430	12,840	7,280	2,430	58,448
ATC	1,973								1,973
LIG	232	600	4,020	510	720	360	460	120	6,782
OTHER	307	1,320	1,920	2,300	1,230	2,100	980	930	9,227
Grand Total	13,666	73,860	64,920	53,250	59,580	69,180	46,380	8,991	371,845

\* Data may be obtained via S.I.S.

Base

SOM

RJR

**23.7%**

Total RJR Sales **93,672**

Ending

SOM

RJR

**25.1%**

Grand Total Sales **371,845**

+ or -

SOM

**+1.4%**

RJR Representative \_\_\_\_\_

Ship-to account  
Representative \_\_\_\_\_

RJR Ending SOM **25.1%**

Date **51850 7534**

# Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

Ship-to Account Name: MANDEL TOBACCO

Updated Through  
Last Input :  
5/30/95

Ship-to Account Number: 3968400

Plan Participation: (Check A or B) Plan A        Plan B X

RJR Beginning Period Base SOM: 23.7%

RJR Ending Program Period SOM: 25.1%

Result: (+/-) +1.4%

RJR Sales Less Than 105% of Purchases Yes

RJR Cartons:	Qualified # Cartons Sold	Rate/Carton	Payment
Full Price	<u>75,819</u>	<u>0.10</u>	<u>\$7,581.90</u>
Savings	<u>17,853</u>	<u>0.06</u>	<u>\$1,071.18</u>
		Total Payment	<u>\$8,653.08</u>

Participant Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

R. J. Reynolds Tobacco Company \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

51850 7535

# Form #1

(Report in Cartons)

Updated Through

Last Input :

6/2/95

Ship-to

Account

Name

IRVINGTON TOBACCO

Ship-to

Acct #

3055200

## Plan B Customer Program Payment Calculations

October 28th

1994

	Inventory FP-SV (RJR only)	November Purchases	December Purchases	January Purchases	February Purchases	March Purchases	April Purchases	Inventory FP-SV (RJR only)	Sales
FP	3,233 *	8,940 *	9,480 *	9,000 *	9,180 *	8,700 *	7,880	2,729	53,664
SV	1,225 *	840 *	840 *	840 *	1,680 *	720 *	720	1,199	5,666
Total RJR	4,458	9,780	10,320	9,840	10,860	9,420	8,580	3,928	59,330
PM	4,650	39,585	37,620	34,860	30,875	37,710	35,910	8,258	214,752
B&W	2,310	11,070	13,095	12,570	11,100	14,145	12,600	5,130	71,790
LOR	1,890	18,480	20,750	17,670	16,590	19,020	18,320	2,087	108,663
ATC	2,130								2,130
LIG	480	680	1,710	150	300	380	660	382	3,998
OTHER	90	930	200	460	895	520	240	331	2,914
Grand Total	16,008	80,505	83,705	75,550	70,390	81,175	74,310	18,066	463,577

\* Data may be obtained via S.I.S.

Base

SOM

RJR

13.3%

Total RJR Sales 59,330

Ending

SOM

RJR

12.7%

Grand Total Sales 463,577

+ or -

SOM

-0.6%

RJR Ending SOM 12.7%

RJR Representative \_\_\_\_\_

Date \_\_\_\_\_

Ship-to account  
Representative \_\_\_\_\_

51850 7536

Date \_\_\_\_\_

Focus Program Evaluation Form - Period : October 31, 1994 through April 28, 1995

**Ship-to Account Name:** IRVINGTON TOBACCO

Updated Through  
Last Input :  
6/2/95

Ship-to Account Number: 3055200

**Plan Participation: (Check A or B)** **Plan A** 

### Plan A

## Plan B

### **Customer SOM Determination:**

RJR Beginning Period Base SOM: 13.3%

RJR Ending Program Period SOM: 12.7%

**Result: (+/-)** -0.6%

**RJR Sales Less Than 105% of Purchases**  Yes

RJR Cartons:	Qualified # Cartons Sold	Rate/Carton	Payment
Full Price	<u>53,664</u>		
Savings	<u>5,666</u>		

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<b>Participant Signature</b>	<b>Title</b>	<b>Date</b>
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R. J. Reynolds Tobacco Company Title Date

51850 7537